ABSTRACT

Large groups of Web ads may, at least in part, be approved automatically. A subset of a group of ads is selected, and a manual review process is used to
5   determine which ads in the subset are not acceptable, and perhaps the reasons for the disapprovals. A distrust score may then be determined using the ads in the subset that were disapproved. The distrust score may also use the reasons for disapproval. The distrust score may then be compared with a predetermined threshold. If the distrust score is less than the threshold, the ads in the group
10   may be accepted. If the distrust score is equal to or greater than the threshold, the ad group is not automatically accepted.